

DATA EAST USA, INC.

PRESS RELEASE

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Booth #9455

For Immediate Release

DATA EAST BRINGS 'PLATOON' TO PERSONAL COMPUTERS

CHICAGO, 1988 Summer Consumer Electronics Show, June 4, 1988 --
Hailed as the most realistic depiction of the Vietnam experience, "Platoon," the movie, has won considerable critical acclaim for allowing people "back home" to get a glimpse of what being in Vietnam was like. Taking this opportunity for personal experience one step further, Data East U.S.A., Inc., a developer and publisher of recreational software for personal computers and the Nintendo Entertainment System, has translated "Platoon," the movie, into a strategic military combat simulation of the same title for personal computers.

As in the movie, this simulation does not have a winner. The user parallels the movie's combat experience in various steps by trying to have his platoon of five men survive the missions, keep their sanity and morale intact, and return to base safely.

The simulation Platoon, developed for the IBM PC and compatibles, Atari ST and Commodore 64/128 personal computers, consists of six sections, each presenting the soldier with increasingly arduous situations. The first section requires the

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soldier to successfully lead his platoon through a jungle, pick up a box of explosives left by a previous platoon and blow up a bridge. While in the jungle, the platoon encounters armed patrols, booby-trapped trip wires, hidden assassins and deadly snipers. The second section consists of finding a village and searching its huts for useful objects, specifically a torch and a map, and locating the secret trap door. In the third section, which takes place in the underground tunnel network, the platoon leader needs to find two boxes of flares and a compass. Along the way he will encounter guerilla fighters who need to be shot on sight and he may find medical supplies and ammunition. Section four finds the soldier in a bunker at night surrounded by guerilla fighters. He has two boxes of flares and a machine gun at his disposal and needs to kill the fighters to ensure his own survival. Section five requires the platoon to find its way to a safe foxhole in the jungle before the napalm air strike. Section six has the platoon facing a U.S. sergeant, called Barnes, who has betrayed the platoon's sergeant, called Elias and is ensconced in the foxhole. To survive, the platoon has to take the sergeant out using grenades.

The Platoon simulation features four indicators of the soldiers' condition, including morale, which decreases when a member is wounded or an innocent villager is shot, and increases when the platoon picks up food and medical supplies; hits -- the number of strikes a soldier can collect (up to four) before he is listed as "retired in action;" ammunition, which lists number of

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grenades, rounds of ammunition and supplies remaining; and score, which is increased by destroying enemy soldiers and placements and collecting useful objects.

Platoon is currently available for the IBM PC, Atari ST and Commodore 64/128 at a suggested retail price of \$39.95, \$44.95 and \$29.95, respectively. Joystick is required on all three systems.

Data East USA, Inc., a privately held company with sales of over \$30 million, is a leading manufacturer and marketer of coin-operated amusement games and a growing publisher of coin-op translations for Commodore, Atari, IBM and Apple personal computers and the Nintendo Entertainment System.

The company is located at 470 Needles Drive, San Jose, Calif. 95112. Telephone: (408) 286-7074.

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PRICE LIST

DATA EAST SALES AND DISTRIBUTION

EFFECTIVE JUNE 4, 1988






SOFTWARE


UPC CODES	ITEM NO.	DESCRIPTION	AVAILABLE	MASTER CASE QTY.	INNER CASE QTY.	MFG. LIST PRICE
commodore® 64/128™						
13252 00101	DE 0101	KARATE CHAMP®	IMMEDIATELY	48	6	\$9.95
13252 00102	DE 0102	KUNG FU MASTER®	IMMEDIATELY	48	6	\$9.95
13252 00122	DE 0122	K.C./ K.F.®	IMMEDIATELY	48	6	\$14.95
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13252 00121	DE 0121	VIGILANTE™	4TH QUARTER	48	6	\$29.95

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MINIMUM: OPENING ORDER:	\$5,000 for immediate shipment
FREIGHT:	F.O.B. Data East USA, Inc., San Jose, CA
WARRANTY:	90 Days limited warranty
SIZES:	Computer Software: Master Case 13.5" H x 15.0" W x 20.0" L Inner Case 6.5" H x 7.0" W x 9.0" L
WEIGHTS:	Computer Software: Master Case 17lbs Inner Case 2lbs
PRICES & PRODUCTS SPECIFICATIONS:	Prices are subject to change without notice, and product specifications are based upon authorized information and are believed correct at time of publication approval. Data East reserves the right to change prices, colors, and materials, etc., without notice of obligation.

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 *Guerrilla Wars - Copyright trademark of SNK Corp.
 *Robocop - Copyright trademark 1987 Orion Pictures
 *Platoon - Copyright trademark 1987 Hemdale Film Corp.

UPC CODES	ITEM NO.	DESCRIPTION	AVAILABLE	MASTER CASE QTY.	INNER CASE QTY.	MFG. LIST PRICE
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13252 00605	DE 0605	IKARI WARRIORS™	IMMEDIATELY	48	6	\$39.95
13252 00606	DE 0606	PLATOON®	JUNE 1988	48	6	\$39.95
13252 00607	DE 0607	ROBOCOP®	4TH QUARTER	48	6	\$39.95

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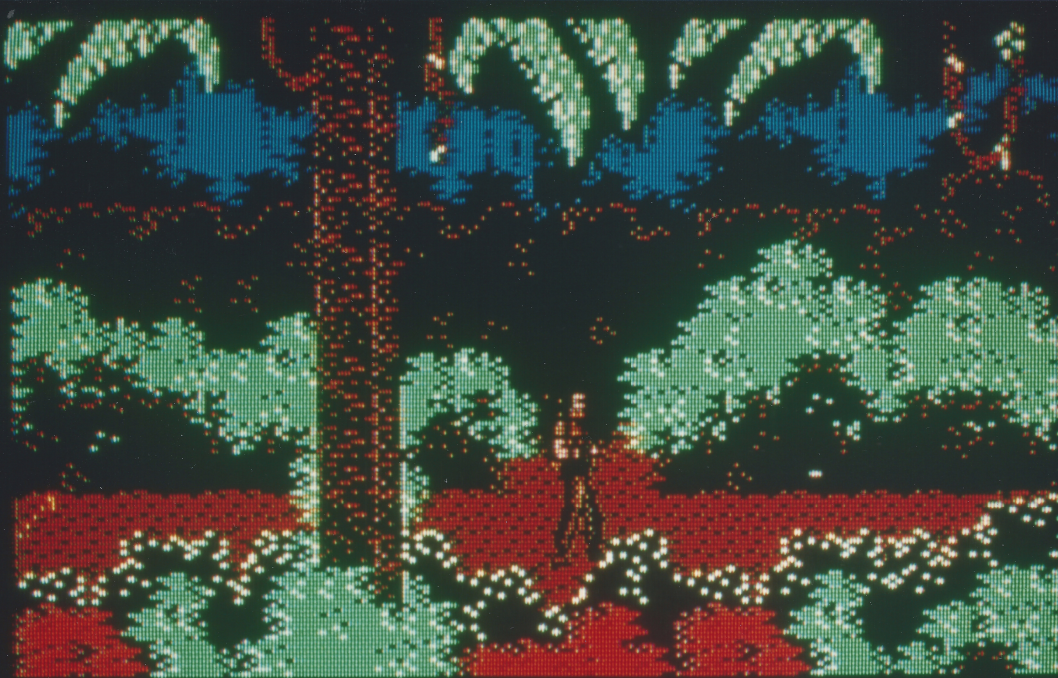
DATA EAST shall endeavor to make deliveries within a reasonable time. HOWEVER, DATA EAST SHALL NOT BE LIABLE TO CUSTOMER FOR ANY DAMAGES, WHETHER INCIDENTAL, CONSEQUENTIAL OR OTHERWISE, FOR FAILURE TO FILL ORDERS, DELAYS IN DELIVERY OR ANY ERROR IN THE FILLING OF ORDERS.

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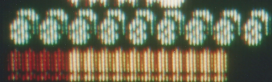
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STATUS 004

AMMO



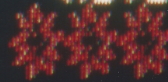
MORALE



SCORE

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HITS



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PAUSE



"PLATOON," based on the award winning movie, for the Commodore 64/128, Atari ST and IBM PC from Data East USA, Inc.

"RAMPAGE," a monster adventure game, from Data East USA, Inc. for the Nintendo Entertainment System.